



Affecting Cancer Together™

Purdue University Center for Cancer Research

Teasa Thompson, MPH
Program Manager
Assistant Director of Outreach



- NCI-designated cancer center
 - non-clinical, research center

Mission:

- Study cancers at the cellular level to discover how they develop, progress and respond to treatment
- Finds ways to detect cancer sooner and treat it more effectively
- Share work with scientists and physicians worldwide to save and enhance human lives

Affecting Cancer Together™ (ACT)

ACT is ...

- a health outreach initiative by the Purdue University Center for Cancer Research
- a statewide , effort focused on reducing the morbidity, mortality, health disparities and inequities of cancer and other chronic diseases in Indiana.



Affecting Cancer Together™

Purdue University Center for Cancer Research

Affecting Cancer Together™ (ACT) is a statewide effort focused on reducing the morbidity, mortality, health disparities and inequities of cancer and other chronic diseases in Indiana.

Our Mission:

Our mission is primary prevention of cancer and other chronic diseases in Indiana through awareness and education, providing a bridge to health resources and services, as well as developing health leaders, lay health educators, and health motivators in the community. We also aim to improve health outcomes for all Hoosiers, including underserved populations.

Our Vision:

We strive to lead primary prevention efforts, be a trusted resource, and positively impact health attitudes and behaviors within communities throughout Indiana.

Our Approach:

Non-traditional health care settings in the community are utilized to promote awareness, educate about, motivate and encourage prevention and early detection of cancer (including but not limited to prostate and colorectal cancers) and other chronic diseases (i.e. cardiovascular disease and diabetes).

Community Involvement:

It is imperative that our efforts are reflective of the community's voice. Therefore, we focus on integrating the community's input and feedback into programmatic ACTION.



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Purdue University Center for Cancer Research

ACT Participation

There are different levels of participation in **ACT**, which consists of health leaders, lay health educators and health motivators.

- **HEALTH LEADERS** - have continuous health education and promotion in the barbershop, hair salons, and other sectors of the community (these individuals may and do typically hold other leadership roles beyond ACT). Health leaders are health motivators and may also function as lay health educators.
- **LAY HEALTH EDUCATORS** - have completed a health education session and are equipped with basic knowledge to teach and encourage others about cancer prevention and early detection. Lay health educators also function as health motivators.
- **HEALTH MOTIVATORS** - have health education materials displayed in their barbershop, hair salons, or other business/organization and promote ACT and its health partners' screening events and health initiatives.

Filling the Gap



**Awareness,
Education &
Prevention**

**Early
Detection**

**Navigation,
Treatment &
QOL**

**Purdue University
Center for Cancer Research**

ACT

**Men's
Health**

**Women's
Health**

**Barbershop
Health
Initiative**

Why non-traditional healthcare settings?

Why the Barbershop?

Factors of Influence

Non-traditional Healthcare Settings

- Barbershops , Barber-Beauty Shops, and Hair Salons
 - Churches
 - Social Groups
-

Barbershop

- History

Barbers/Hairstylists, Pastors/Deacons, Directors/Presidents

Why Chronic Diseases?

Chronic Diseases are the Leading Causes of Death and Disability in the U.S.

- In 2005, **133 million Americans** – almost 1 out of every 2 adults – had at least one chronic illness.
- Among the ***most common, costly, and preventable*** of all health problems in the U.S.
- **7 out of 10 deaths** among Americans each year are from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year.

Why Cancer?

1 in 2 men and 1 in 3 women will develop cancer in their lifetime.

Cancer accounts for nearly **1 out of every 4 deaths** in the United States.

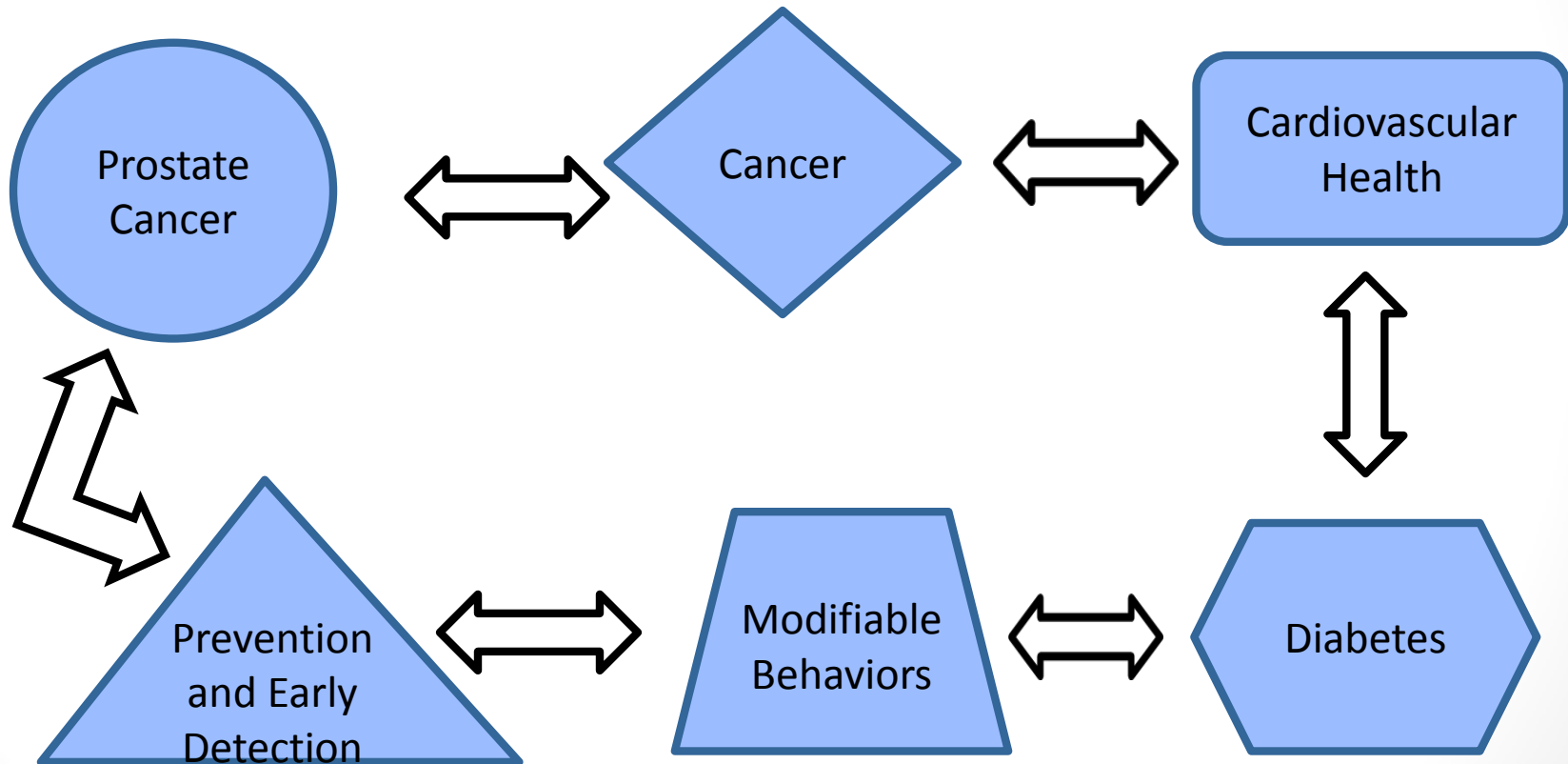
Economic Impact of Cancer

- The National Institutes of Health (NIH) estimated the 2008 overall annual costs of cancer were as follows:
 - Total cost: **\$201.5 billion**
 - Direct medical costs (total of all health expenditures): **\$77.4 billion**
 - Indirect mortality costs (cost of lost productivity due to premature death): **\$124 billion**

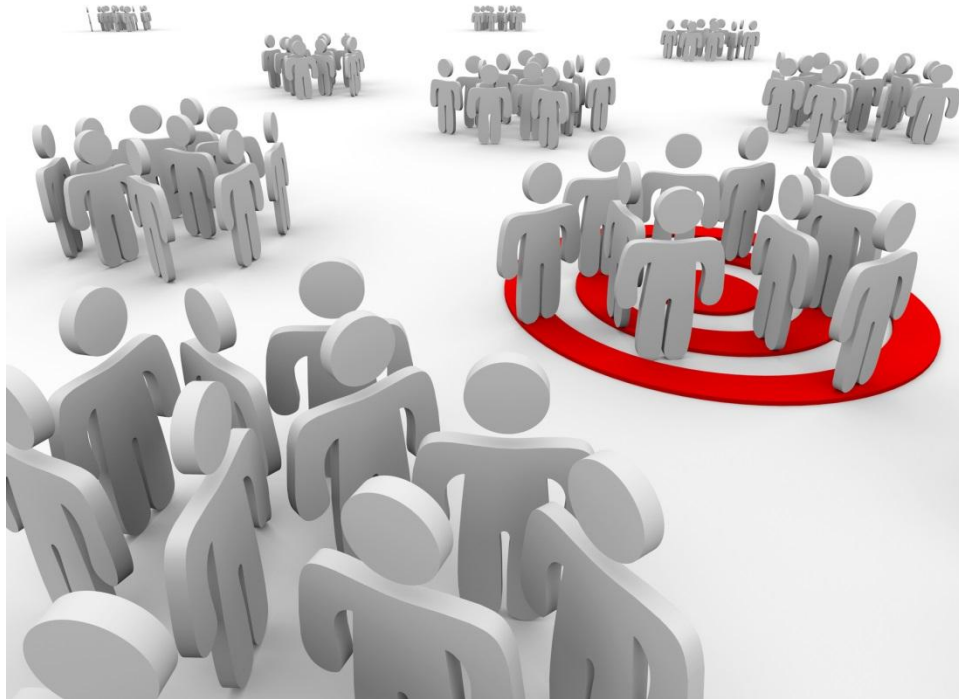
“Increasing early cancer detection, promoting healthy lifestyles, and expanding access to health care help reduce inequalities in cancer among groups at greatest risk.”

Overarching Aims

- Continuum of Health



Targeting



Partnerships



ACT collaborates with many partners throughout Indiana

- GBOs
- CBOs
- FQHCs
- PHCCs
- Hospital Systems
- Non-profits
- Health and Social Groups



Indiana Black Barbershop Health Initiative



SATURDAY, APRIL 13, 2013



The 3rd Annual

INDIANA BLACK BARBERSHOP

Health Initiative

Free blood pressure, blood glucose and cholesterol screenings along with prostate health information*

Coming to your local barbershop in:

- Bloomington
- Elkhart
- Evansville
- Fort Wayne
- Gary
- Hammond
- Indianapolis
- Kokomo
- Jeffersonville
- Michigan City
- South Bend
- Terre Haute



www.in.gov/icssbm



**Prostate cancer screenings will occur in Indianapolis on April 11th and in South Bend on April 13th.*

For more information visit: <http://www.cancerresearch.purdue.edu/about/act> or call 1-855-252-UACT (8228).

PARTICIPATING BARBERSHOPS

PRINCIPAL SPONSORS



BLOOMINGTON

Hoosier Barber Shop
2534 E. 10th St.

Neal-Marshall Black Culture Center
275 N. Jordan Ave.

ELKHART

The Perfect Touch
612 S. Main St.

The Perfect Touch
1620 S. Nappanee St.

Total Look
910 S. Main St.

Lekres Hair Design & Barbershop
131 S. Main St.

EVANSVILLE

Lynch's House of Coiffure
555 S. Kentucky Ave.

Going Forward Barber & Beauty Shop
1015 E. Riverside Dr.

Shark's Den Barbershop
765 Lincoln Ave.

Fila's Designs
1010 S. Kentucky Ave.

Jerald's Barbershop
1337 E. Walnut St.

FORT WAYNE

Apaga Kutz
2309 Spy Run Ave.

Unique Touch
3416 Paulding Rd.

Optimistic's
3415 Warsaw St.

Jesse & Sons
1401 S. Hanna St.

King's Barbershop
1716 E. Pontiac St.

Jerrell's Barbershop
2104 S. Clinton St.

Unity Barbershop
921 E. Pontiac St.

Turn-N-Headz
4234 Calhoun St.

Precision Cuts
7504 S. Anthony St.

Qnic Cuts
3205 Paulding Rd.

HAMMOND

Next Level Barber Shop
6412 Calumet Ave.

INDIANAPOLIS

Twins 2 Barbershop
9860 E. 21st St.

Headquarters Barbershop
59th & Georgetown Rd.

Free Style Barbershop
1037 N. Girls School Rd.

Cheatham & Moore
3828 N. Illinois St.

The Haircutting Co.
5035 W. 71st St.

Xclusive Cuts
71st & Michigan Rd.

Lorick's Barbershop
3549 Boulevard Place

Infinity Men's Salon
2962 Kessler Dr.

Lefty's Barbershop
5915 E. 38th St.

Kenny's
3746 Lafayette Rd.

GARY

No Limits Cuts & Creations
3035 W. 15th St.

Images Barber/Beauty Shop
5833 W. 5th Ave.

Lil Lou's Barber College
2448 Broadway St.

Marley's Barbershop
1223 Broadway St.

Billco's Barbershop
2448 Broadway St.

Merrillville Barber and Beauty College
48 W. 67th Place

KOKOMO

The Hair Affair
1114 E. Morgan St.

Hair Experience
306 E. Markland Ave.

Davis Beauty and Barbershop
906 Appersonway North

JEFFERSONVILLE

Nu Look Barber & Styling
1615 Spring St.

De Jays Cutting Edge*
1302 State St.

MICHIGAN CITY

Marvelous Cuts
2703 Franklin St.

SOUTH BEND

Cutrageous Barbershop
2002 Kendall Street

Cutrageous Barbershop
2921 W. Sample Ave.

Inspiration Barber Salon
303 Chapin St.

Wigfall's
1131 W. Washington St.

C.J.'s Barbershop
1321 Linden St.

Nu Image
244 S. Olive St.

TERRE HAUTE

Hair with Flair
2201 8th Ave.

The Starting Lineup
1009 Hulman St.

*located in New Albany

COMMUNITY PARTNERS



The 3rd Annual INDIANA BLACK BARBERSHOP Health Initiative

PRESENTED BY
THE INDIANA COMMISSION ON THE
SOCIAL STATUS OF BLACK MALES
IN CONJUNCTION WITH LOCAL COMMISSIONS AND COMMUNITY PARTNERS



Statewide Impact by Public Health District and County

District 1 – Lake (Gary, Hammond)
La Porte (Michigan City)

District 2 – St. Joseph (South Bend)
Elkhart (Elkhart)

District 3 – Allen (Ft. Wayne)

District 4 – Tippecanoe (W. Lafayette)

District 5 – Marion (Indianapolis)

District 6 – Howard (Kokomo)
Madison (Anderson)
Wayne (Richmond)

District 7 – Vigo (Terre Haute)

District 8 – Monroe (Bloomington)

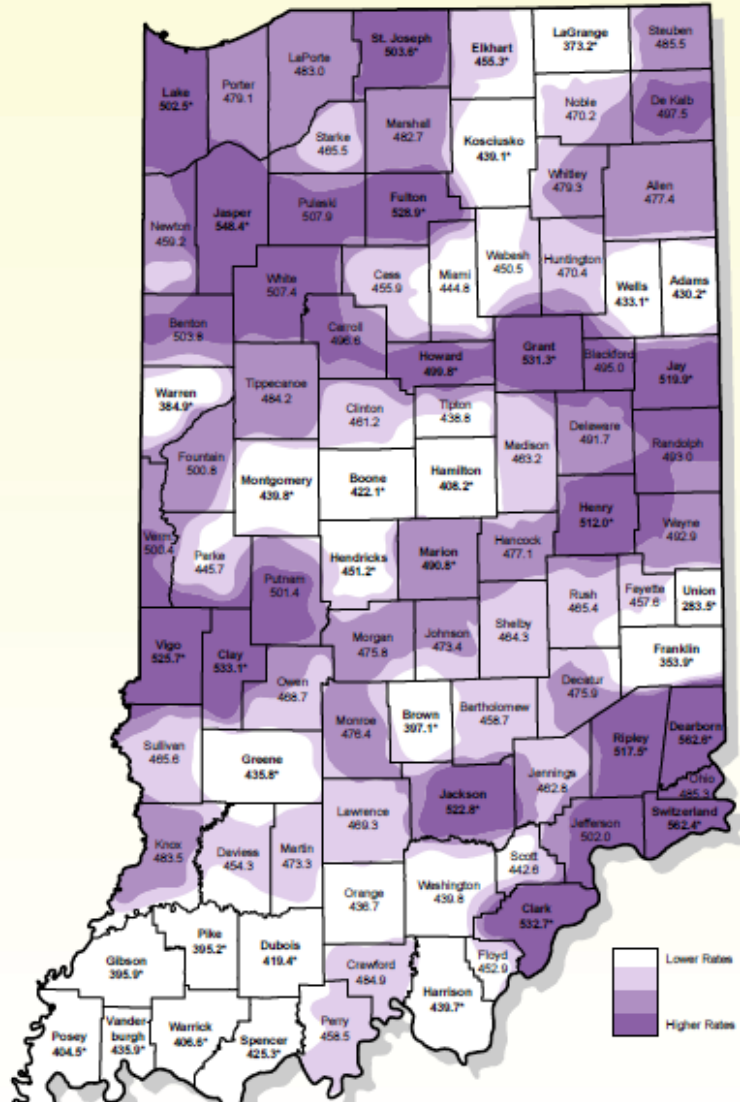
District 9 – Clark (Jeffersonville)
Floyd (New Albany)

District 10 – Vanderburgh (Evansville)





Map 1. Incidence Rates for All Cancers Combined by County—Indiana, 2004–2008



Informed Decision Making and Health Services



Innovative Education

Program Expansion

- **Integration of research**
 - **Broadening the outreach**
 - **Spreading our wings**

Men's Health

Women's Health

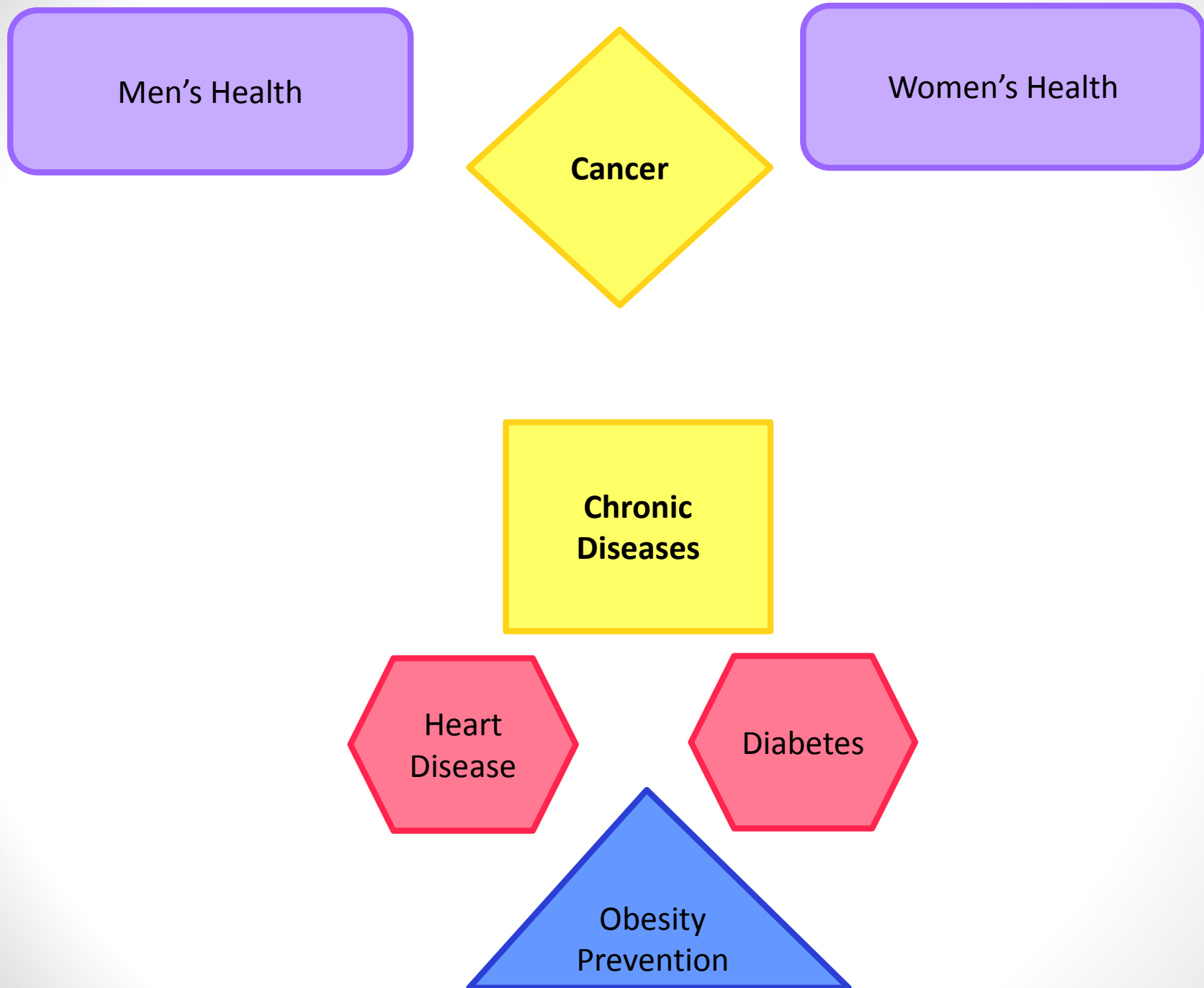
Cancer

Chronic
Diseases

Heart
Disease

Diabetes

Obesity
Prevention



Early Outcome Measures

Why is participation successful?

Quotes from ACT participants

Questions?



Contact Information

Teasa Thompson, MPH

tthompson@purdue.edu

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www.cancerresearch.purdue.edu/about/act

Assistant Director of Outreach

Purdue University Center for Cancer Research

Main Line: (765) 494-9129

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